

## **CHAPTER 3**

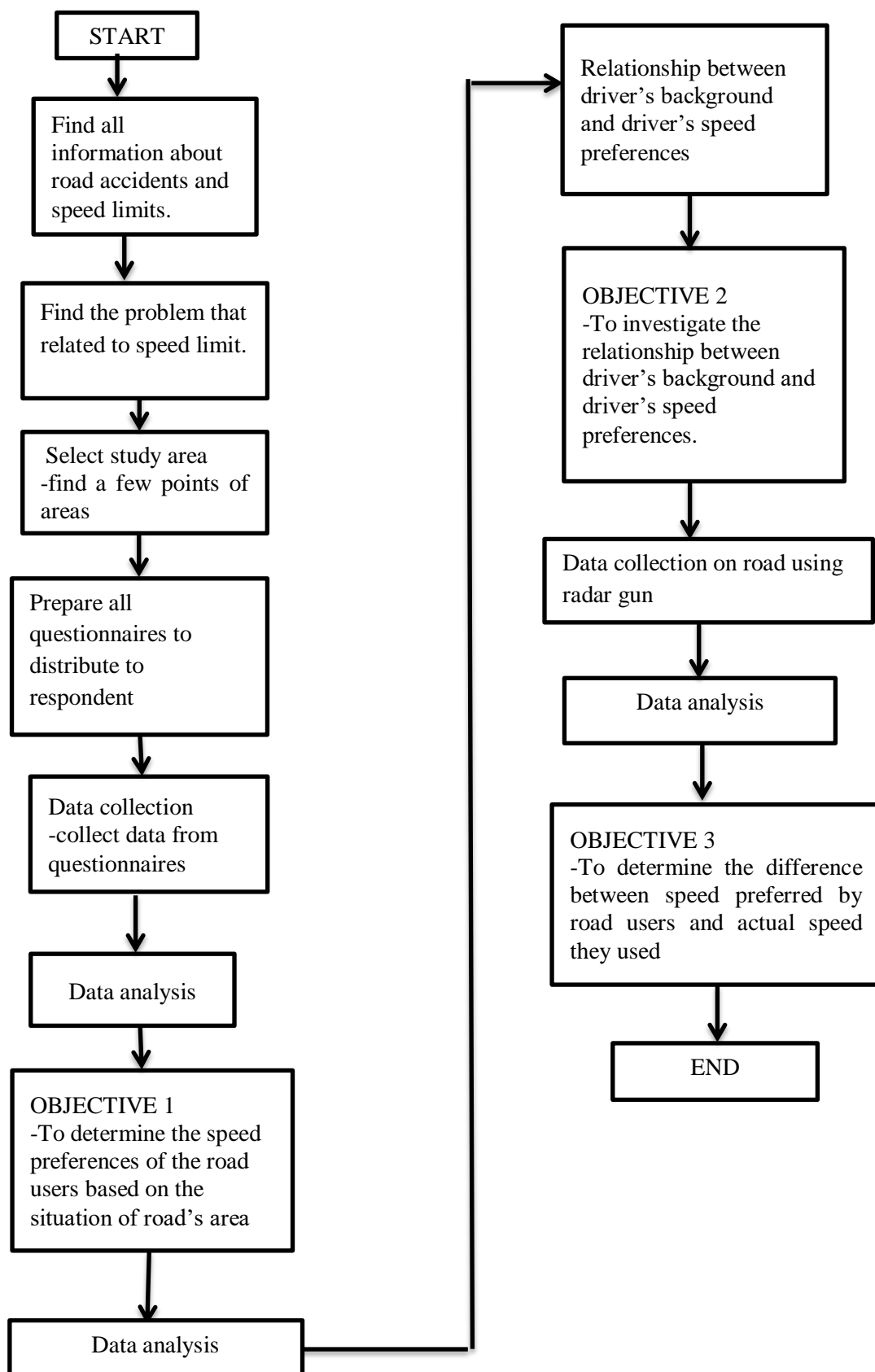
### **METHODOLOGY**

#### **3.1 INTRODUCTION**

This chapter will discuss about the methodology used from the start of this research until the completion. Methodology is an important process. Methodology refers to the suitable method to conduct the research and establish an effective procedure in collecting all data related to the study problems. Methodology is needed to achieve the objective that has been set. Other than that, problems which arise can be answered based on the created methodology. The purpose of this study was to identify the relationship between driver's background and driver's speed preferences. Any unsuitable method in collecting data will cause the obtained results to be inaccurate. In this chapter, things that should be given convergence were all elements which related to research design, method of study and location of study, respondent selection, data collection and data analysis.

#### **3.2 RESEARCH FLOW CHART**

The main purpose of this research is to study the relationship between drivers' background and driver's speed preferences. The research flow chart is an important part in this study. To achieve the objective of the study, the process of study must be arranged so that the work process will be more systematic and orderly as shown in Figure 3.1.



**Figure 3.1:** Research flow chart

### **3.3 DATA COLLECTION**

To ensure the collected data was in accordance with the objectives and goals of study, the planning in methods of study need to be done with the best possible way. All unrelated information will be deducted to ensure the study did not deviate from the research topic. The study was started by collecting all related information from the questionnaire and from data observed on the road.

#### **3.3.1 Data Collection from Questionnaire**

The questionnaire was distributed by using online survey (Google docs) and by hand. For online survey (Google docs), the link of the Google docs was attached to a group page on Facebook. Facebook members of this group are composed of students and staff of University Malaysia Pahang while for the hand distribution, one complete set of questionnaire was distributed at hostel, faculty, classes, cafe and other departments in University Malaysia Pahang.

90 questionnaires were distributed to University Malaysia Pahang community in order to get the feedback on the research topic which is the driver's speed preferences and driver's background. Other than that, 90 respondents were involved in this data collecting process.

#### **3.3.2 Data Observed on the Road**

Firstly, identifications of suitable locations and instruments to start observed data must be carried out. Other than that, radar gun will be used to observe data on the road. The data was collected during day time and peak hour between 1 to 2 hours.

### **3.4 CRITERIA FOR SELECTION OF STUDY AREA**

This study was related to driver's speed preferences and driver's background. The selected locations for this study were within Gambang Town and Kuantan Town (Federal Road 2) from KM3 until KM27. This is because since the year 2004, this road